



THE TIMES 100

BUSINESS CASE STUDIES

Teacher guide

Customer service - TNT

Where does the lesson fit?

This session would fit in either a GCSE or A' Level Operations module to introduce the idea of customer service



Suggested resources & activities related to TNT and Customer Service

- Full TNT case study
- Customer Service PowerPoint
- Training and Development lesson resources
- TNT crossword
- TNT word search

Suggested timings for the session

10 mins	Starter e.g. TNT crossword
5 mins	Use the Customer Service PowerPoint to discuss the topic
5 mins	Read the case study
10 mins	Questions
20 mins	Task – comparison of good and bad customer service
10 mins	What have you learned?

Answers to questions

1. What is customer service?
Customer service is concerned with the activities affecting the customer before, during and after a sale takes place.



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2. Describe what customers expect from a delivery organisation like TNT.
Customers are likely to expect:
 - On-time delivery
 - 24 hour tracking
 - Personal attention

3. Explain some of the factors that firms consider when developing a customer service strategy.
The factors may include:
 - ease of use of the product or service
 - developing a rapport with customers
 - providing appropriate payment systems
 - ensuring an effective complaints process is in place
 - providing helpful after sales services

4. Analyse how TNT benefits from delivering its Customer Promise
Delivering the customer promise:
 - supports TNT's market leading position
 - helps to retain existing customers and attract new ones
 - motivates staff by demonstrating their valuable input
 - provides a means of differentiating the business

What have you learned?

Expected learning is likely to include:

- Definition of customer service
- Factors affecting customer satisfaction
- Benefits of providing good customer service